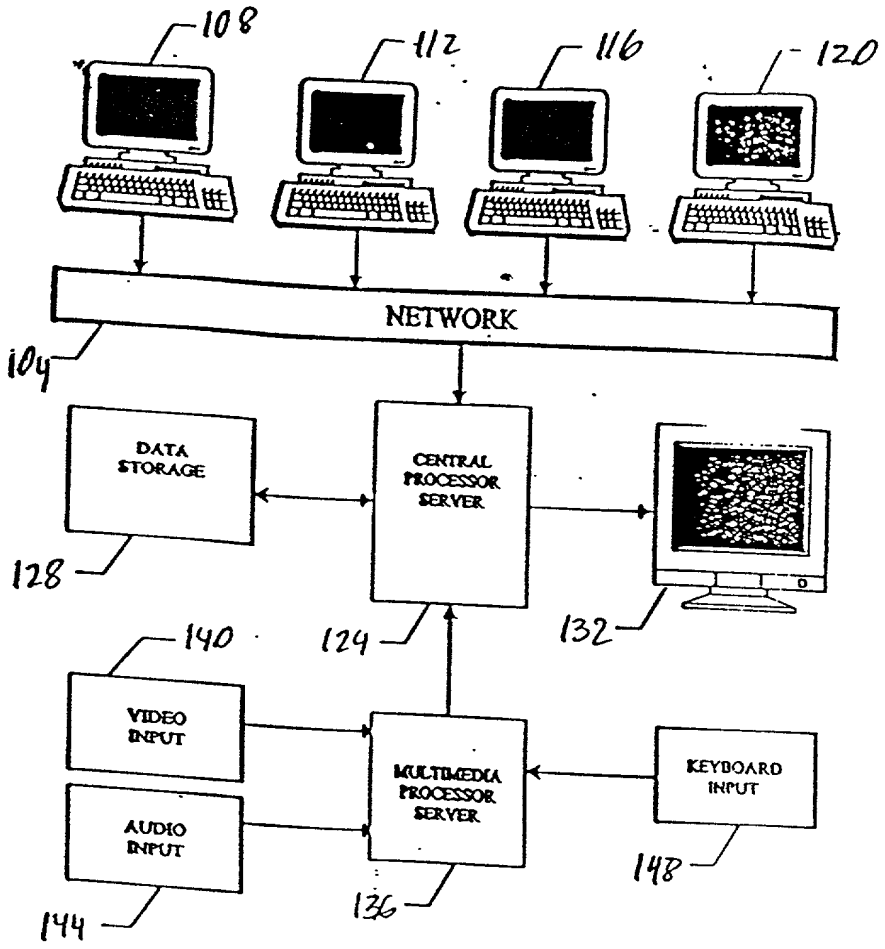
108
112
116
120
NETWORK
104
DATA STORAGE
128
CENTRAL PROCESSOR SERVER
124
132
140
VIDEO INPUT
AUDIO INPUT
144
MULTIMEDIA PROCESSOR SERVER
136
KEYBOARD INPUT
148

FIG. 1

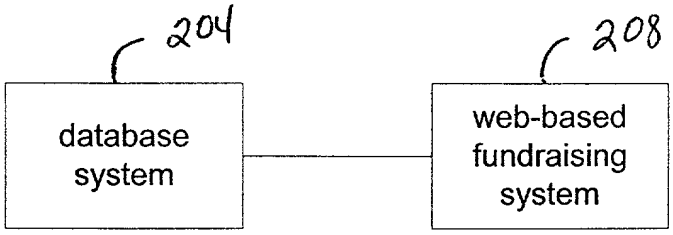

FIG. 2

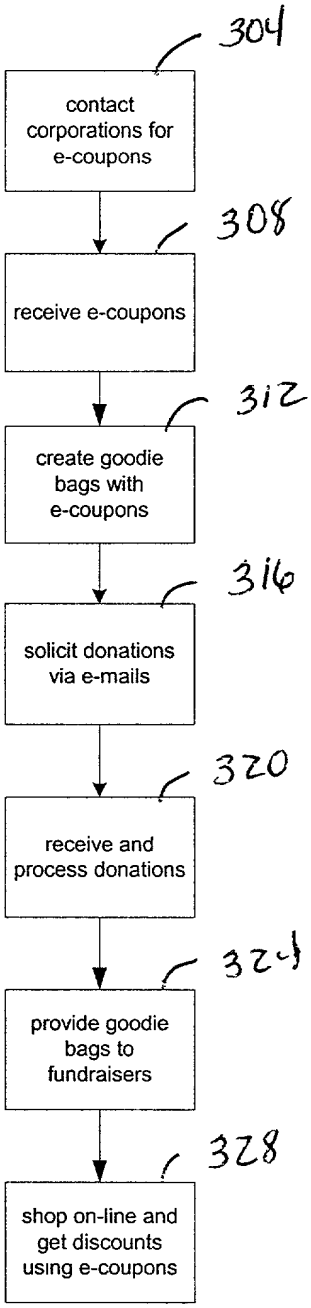
304
contact corporations for e-coupons
308
receive e-coupons
312
create goodie bags with e-coupons
316
solicit donations via e-mails
320
receive and process donations
324
provide goodie bags to fundraisers
328
shop on-line and get discounts using e-coupons

Fig. 3

I added prospects into our contact management system.

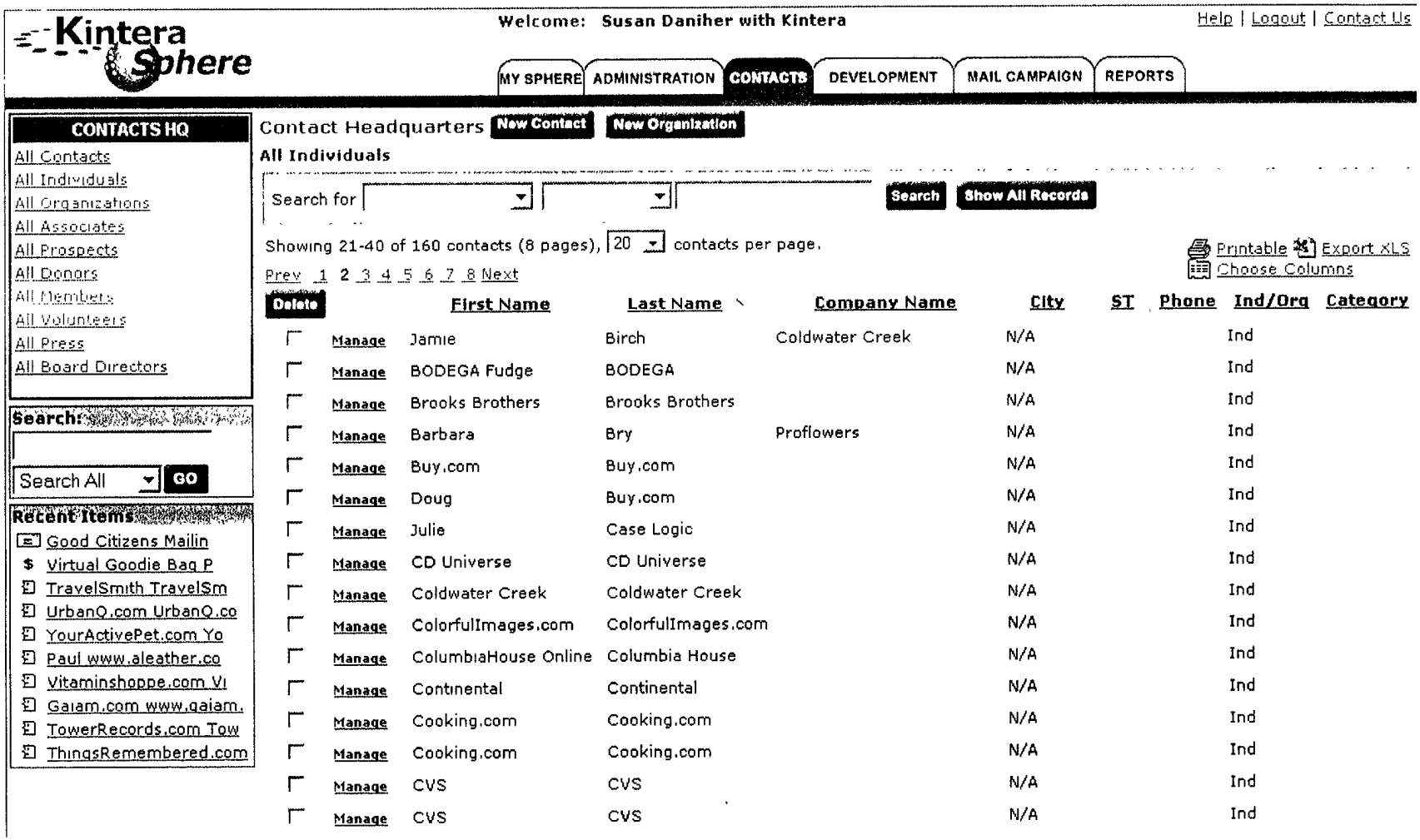

FIG. 4

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Prepared an email that detailed the program

W
-

----- Original Message -----
From: sdanıher@kıntera com
To: Mark eyeglasses com
Sent: Monday, October 08, 2001 5 15 PM
Subject: A traffic driver for you, a reward for good citizens!

A traffic driver for you, a reward for good citizens.

Dear Mark,

I work for Kıntera, a company that servıces nonprofıt organızatıons. I am currently buildıng an ıncentıve program to encourage nonprofıt fundraısıng partıcıpants to get more involved onlıne. We servıce over 80 clıents, ıncludıng AIDS Walks, Arthrıtis Foundatıon, MS and more. We provıde tools that allow nonprofıts to reach theır constıtuents onlıne, buıld personal pages for each partıcıpant and email frıends, famıly and coworkers about theır fundraısıng efforts ın a fun, secure and easy envıronment.

We are buıldıng a test program and would lıke your company to partıcıpate. We are looking for 2,000 onlıne dıscount coupons for partıcıpants ın the Alzheimer's Memory Walk in San Diego on 11/10/01.

Ultımately, I'd like to find a way to roll out ıncentıves to all of the events we host. This year, we have reached over 800,000 partıcıpants doıng well for the communıty. Next year, we wıll top 1,000 events and 2 mıllıon people.

The demographıcs of these partıcıpants are: 18-49, Adults, wıth a hıgh dısposable ıncome and an affınıty for the Internet. We offer an easy way to reach these partıcıpants and we're only looking for incentives to dıstrıbute that wıll drıve traffic to your site. You choose the discount; we'll dıstrıbute it for you.

Here's how we see the program working:

-Nonprofıt partıcıpant raises money for theır cause onlıne.
-At the end of the fundraising period, we emaıl them the coupon codes of our partners. -We can build a system that dıstributes your unıque coupon code numbers per partıcıpant ıf you prefer, or, just one code for everyone. It ıs your

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FIG. 5

5

Using Sphere reports, I was able to gauge the level of interest in the program and send a follow up email

Kintera Sphere

Welcome: **Susan Daniher with Kintera**

Help | Logout | Contact Us

MY SPHERE | ADMINISTRATION | CONTACTS | DEVELOPMENT | MAIL CAMPAIGN | REPORTS

MAIL CAMPAIGN HQ

All Campaigns
My Campaigns
Campaign Station

Search:

Search All GO

Recent Items

- Good Citizens Mailin
- Virtual Goodie Bag P
- TravelSmith TravelSm
- UrbanQ.com UrbanQ.co
- YourActivePet.com Yo
- Paul www.aleather.co
- Vitaminshoppe.com Vi
- Gaiam.com www.gaiam.
- TowerRecords.com Tow
- ThingsRemembered.com

Mailing Name	Receivers	Content	Schedule
Incentive Email 2	All Contacts	Incentive Email	10/8/2001

Report Summary	Reports Number	Statistics Percent
Total Emails in Mailing - View Report	125	100.00%
Total Emails Sent Successfully	121	96.80%
Total Emails Waiting to be Sent	0	0.00%
Total Emails Failed - View Report	4	3.20%
Total Emails that Resulted in Clicks to Link(s) - View Report	0	0.00%
Total Emails that **Did Not** Result in Clicks to Link(s) - View Report	121	100.00%
Total HTML Emails Opened - View Report	58	47.93%
Total HTML Emails Opened that **Did Not** Result in Clicks to Link(s) - View Report	58	47.93%

My Sphere | Administration | Contacts | Development | Mail Campaign | Reports | Logout

Kintera™
Donate with Confidence™

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FIG. 6

Registration Form

Kintera™

Virtual Goodie Bag Participation Form

Thank you for your interest in our Virtual Goodie Bag Program!

Simply fill out the form below and email your logo (preferably in an eps) to sdaniher@kintera.com no later than **Friday, November 23rd.**

Thank you for your participation!

Contact Information

* First Name:	
* Last Name:	
Company Name.	
* Email:	
* Business Phone:	
* Please describe your offer:	
Offer expires:	
Quantity of coupons:	
Restrictions or Disclaimers:	
* Coupon code:	

Submit

* required information

FIG. 7

Discount coupon code and description were received through the Sphere registration form.

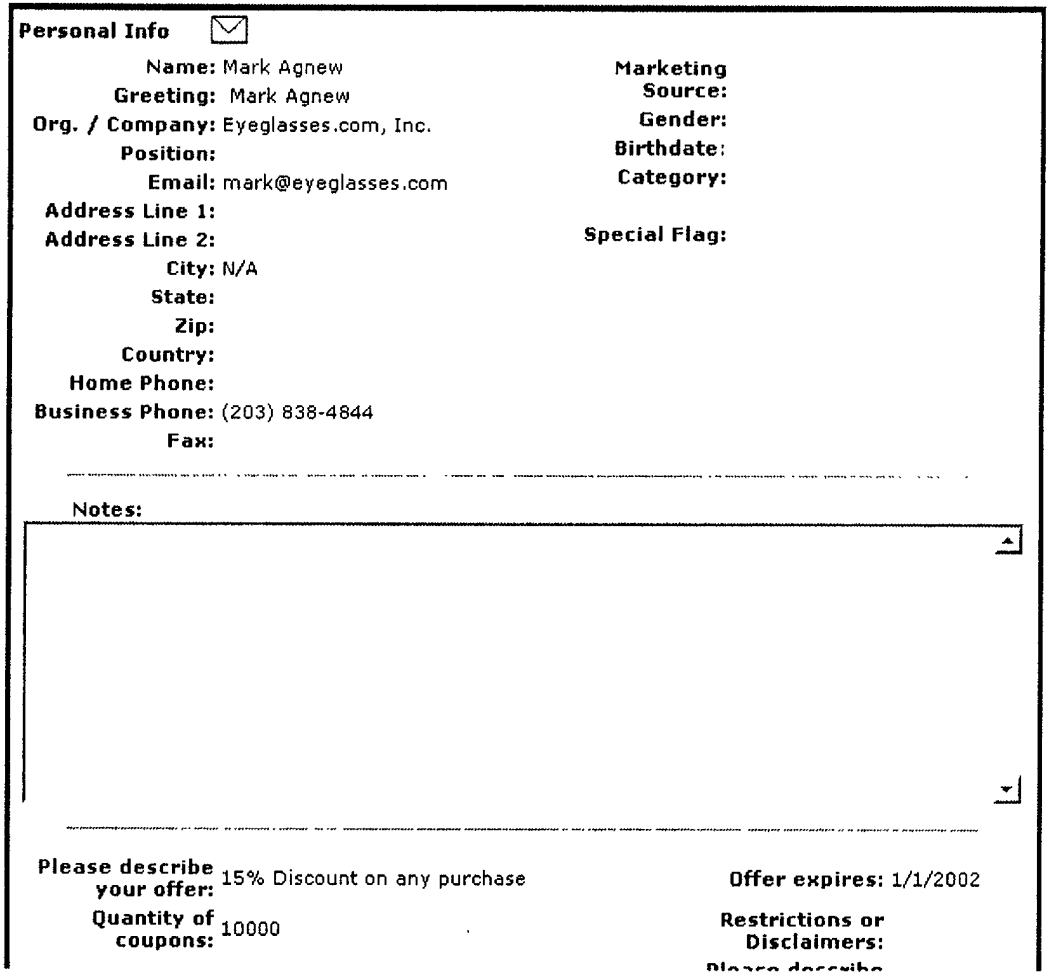

FIG. 8

Report of Participants

Welcome: **Susan Daniher with Kintera** Help | Logout | Contact Us

MY SPHERE | ADMINISTRATION | CONTACTS | DEVELOPMENT | MAIL CAMPAIGN | REPORTS

Initiative Name	Goal	Type
Good Citizens Online Rewards Program Sign Up	0	Simple Contact

All Contact Report

Search for: as a Please choose one Search

Show all records

Showing 1-17 of 17 records (1 pages), 20 records per page.

Prev 1 Next

Last Name	First Name	Email	Please describe your offer	Restrictions or Discl
Agnew	Mark	mark@eyeglasses.com	15% Discount on any purchase	
Birch	Jamie	jbirch@thecreek.com	$5 off any order of $25 or more!	
Bry	Barbara	bbry@proflowers.com	$5 off on any purchase	cannot be used with another promotion
Galimba	Norman	norman.galimba@personalcreations.com	$10 off any order $50 or more	Please enter the code at checkout. Coupon is not va
Gonsalves	Maria	maria@esticker.com	Get $5 off any purchase of $20 or more	
Hutchinson	Chris	chutchinson@finishline.com	$10 off your purchase of $50 or more	Not valid with any other coupon, prior purchase or e
Levensohn	Peter	Peter@Flower.com	15% off all purchases	
March	Dan	dmarch@novica.com	$15 OFF	
March	Dan	dmarch@novica.com	$15 OFF	May not be applied against shipping charges; May n
O'Brien	Mark	mobrien@ashford.com	10% off	10% off purchases more than $0.00, excludes Diam
Podany	Nickole	Nickolep@mrsfields.com	$5.00 off an purchase of $30.00 or more	Orders can be placed by visiting www.mrsfields.com
Reddemann	Valerie	val@greenfeet.com	$5 off $25 purchase, $10 off $50 purchase	Not valid with any other offer.

FIG. 9

Donor or participant receives email from us after event

Dear [[First Name]],

Thank you for participating in the 11th Annual 5K Memory Walk. Please click here to access your **online coupons** as thanks for fundraising online! We hope that you enjoyed using your personal donation page to ask your friends and family to get involved in Memory Walk and submit secure online donations.

Thank you,
Alzheimer's Association - San Diego Chapter

FIG. 10

Each offer contains instructions on how to receive discount.

Here is your Virtual Goodie Bag™

Thank you for participating in the 2001 Memory Walk. Here are your online coupons! Simply choose the offers you wish to redeem and follow the instructions below.

Company Name	Description	Offer Expires	Restrictions or Disclaimers	Instructions
eyeglasses.com	15% discount on any purchase!	1/1/2002	Not valid with any other offer.	Enter this code at checkout: kintera15
Coldwater Creek	$5 off any order of $25 or more!	12/15/2001	Not valid with any other offer.	Enter this code at checkout: WHA3101
proflowers.com	$5 off on any purchase!	12/31/2001	Not valid with any other offer.	Click on this link to receive your discount:
PERSONAL CREATIONS Unique Personalized Gifts	$10 off any purchase of $50 or more!	12/31/2001	Coupon is not valid with any other offers.	Enter this code at checkout: 4002EM
eTICKER®	$5 off any purchase of $20 or more!	1/1/2002	Not valid with any other offer.	Enter this code at checkout: reward$20
			Not valid with any other coupon.	

FIG. 11

Using a special code they enter at checkout.

FIG. 12

HICKORYFARMS.com
SOMETHING to CELEBRATE

15% discount off any purchase!

10/5/2002

Not valid with any other offer.

Enter this code at checkout: CHARITY

Redeem Any Special Offers

Promotion Code:

If you are responding to a special offer, enter the promotional code here.

Promotion Code Number: CHARITY

Gift Certificate/Coupon:

If you are redeeming gift certificates or coupons, please check this box. ☐

Continue Check Out

MAKE IT HICKORY FARMS SPECIAL

Store Locator | Corporate Gift Center | Favorite Food Sites | Become an Affiliate | Free Catalog | Jobs